

FILE

JUL 15 1946

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5						11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

RUTH FINLEY, Editor  
44 WEST 52nd STREET

FRANCES HUGHES, Associate Editor  
NEW YORK 19, N.Y.

El.dorado 5-3693



## FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

### WEEK BEGINNING SUNDAY, JULY 14, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Being Shown	FALL COLLECTION OF "FASHION JEWELS" Showing of Ernest Steiner's new Fall collection of costume jewelry -- "Fashion Jewels". Attendance by appointment. Publicity: Sophie Goode, VA. 6-0295.	ERNEST STEINER	389 FIFTH AVENUE SHOWROOM
Now Available	NEW SERVICE: SCRAPBOOKS BY HODGES Scrapbooks by Hodges -- individually-styled scrapbook presentations for either business or personal use, originated by a veteran, Mitchell Converse Hodges, who has had experience in publicity, public relations, advertising and theatrical fields. Cost of a presentation is based on size and type of scrapbook used, number of pages required, amount and type of material or information to be displayed, and amount of art work desired. Contact: Mitchell Converse Hodges, CH. 4-6584.	MITCHELL CONVERSE HODGES	55 WEST 42ND STREET ROOM 1432
Cancelled July 14	THE OHRBACH FASHION SHOW, ORIGINALLY SCHEDULED FOR SUNDAY, JULY 14, AT THE NATIONAL PROFESSIONAL TENNIS FINALS, WEST SIDE TENNIS CLUB, FOREST HILLS, LONG ISLAND, HAS BEEN CANCELLED.		
Monday July 15- July 20	SEVENTH NATIONAL PRESS WEEK Over 100 fashion editors from key newspapers of the United States and Canada will be in New York during the week of July 15, for the Seventh National Press Week, sponsored by the Couturier Group of the N. Y. Dress Institute. They will see about 20 Fall collections during the week, and wire stories daily to their home town newspapers. <u>By invitation only.</u> Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	NEW YORK CITY
Monday July 15 8:00 A.M.- 11:00 A.M.	PRESS SHOWING: "CHRISTMAS IN JULY" La Cross' annual "Christmas in July" breakfast for the press. Debut for their new post-war "Naylon" and preview of Christmas manicure implement kits for men and women. Attendance by invitation. Publicity: Sophie Goode, VA. 6-0295.	LA CROSS	630 FIFTH AVENUE SHOWROOM
Monday July 15 12:45 P.M. Luncheon	LUNCHEON FOR OUT- OF-TOWN EDITORS Luncheon for visiting fashion editors as a part of the seventh National Press Week in the Director's Dining Room of the Metropolitan Museum of Art. Attendance strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	METROPOLITAN MUSEUM OF ART



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 15 4:00 P.M.; 5:15 P.M. Cocktails	MOVIE: "BACK-TO-SCHOOL FASHIONS OF 1946" Showing of a new color motion picture (at 4:00 P.M. and again at 5:15 P.M.) "Back-To-School Fashions of 1946," featuring the 22 winners of the Calling-All-Girls national contest. Produced by Films for Industry, Inc., for "Calling All Girls" Magazine, and to be released through any of the Calling All Girls' official headquarters stores. Many of the fashions featured in the movie will appear in the September issue of the magazine. Attendance by invitation. Publicity: Nancy Pepper, MU. 5-4400.	CALLING ALL GIRLS MAGAZINE	HOTEL NEW YORKER NORTH BALLROOM
Monday July 15 5:00 P.M. Cocktails	COCKTAIL PARTY FOR MILLINERY BUYERS The Chicago Millinery Group, representing 16 Chicago manufacturers, will have a cocktail party for buyers in conjunction with its semi-annual New York showing. Attendance by invitation.	CHICAGO MILLINERY GROUP	HOTEL McALPIN BALLROOM
Monday July 15 5:00 P.M.- 7:00 P.M. Cocktails	"WASH DAY FOR WOOL DRESSES" Eddie Rubenstein of Crestlee, Inc. will give a cocktail party for the out-of-town press to celebrate the "laundering" of his Fall collection of junior and teen-age wool dresses. Graphic demonstrations of Lanaset treated wool will be given. By invitation only. Publicity: Sara Fox, MU. 3-6526.	CRESTLEE, INC.	152 WEST 36TH ST.
Monday July 15 6:00 P.M.- 8:30 P.M. Supper	FALL SHOWING OF LOUNGE FASHIONS Presentation of Fall collection of formal and informal lounge fashions - and blouses - to be shown during a buffet supper for local and out-of-town press. Commentator: Adelaide Hawley. Attendance by invitation only. Contact: H. Peter Liebert, PL. 3-8180, or PL. 3-8311.	DORINE LIEBERT (15 EAST 53RD ST.)	HOTEL PLAZA BAROQUE SUITE
Monday July 15	NEW DEVICE FOR HANGING FUR COATS Open house inspection for the press and trade, introducing Ahbe Jay Treu's new device for hanging fur coats on hooks. Showing from 10:00 A.M. to noon, and 1:00 P.M. to 3:00 P.M. Contact: Mr. Martin, LA. 4-6788.	TREU-MARTIN ASSOCIATES	147 WEST 35TH ST.
Tuesday July 16 8:00 A.M. Breakfast	BREAKFAST SHOWING FOR FASHION EDITORS Semi-annual breakfast showing of accessories--Aris Gloves, Coro Jewelry, Criterion Belts, and Glentex Scarfs--for local and out-of-town fashion press, <u>strictly by invitation</u> . Publicity: Ann R. Silver Associates, MU. 2-8633.	FOUR LEADING ACCESSORY DESIGNERS	HOTEL BILTMORE
Tuesday July 16 9:30 A.M. Breakfast	FALL MILLINERY BREAKFAST CLINIC The annual Fall Clinic of the Millinery Merchandising Executives' Association will be held in the Iridium Room of the St. Regis Hotel at breakfast. ( <u>Note change of Hotel</u> ). Authorities in the fields of fashion merchandising promotion will discuss the immediate situation facing millinery retailers. By invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES ASSN.	ST. REGIS HOTEL IRIDIUM ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 16 11:00 A.M.	PRESS SHOWING CUSTOM MODELS For the first time, Howard Greer will present in New York a collection of original custom models, to be shown on the mannequins on whom they were made, for a single press showing. By invitation only. Publicity: Margaret Carson, 366 Madison Ave., MU. 2-2055.	HOWARD GREER	HOTEL PLAZA BAROQUE ROOM
Tuesday July 16 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING "The Importance of Fall Accessories--1946" is the subject of The Fashion Group's luncheon meeting, arranged by the Accessories Division. Speakers: Edythe B. Belmont, Merchandise Manager, Accessories, Lingerie & Negligees, Bonwit-Teller; and Esther Lyman, Merchandise Editor, Harper's Bazaar. Also, a small showing of new accessories. Chairman of Accessories Division: Dorothy Portser. Price: \$3.10 for members; \$3.50 for guests (including tax and tip). Reservations close Monday, July 15, 5:00 P.M. Must be paid for if not cancelled by then. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
Tuesday July 16 4:30 P.M.- 7:00 P.M. Cocktails	PRESS PARTY IN NEW SHOWROOM A cocktail party for the press to introduce the new Gloria Vanderbilt perfumes and cosmetics. Attendance by invitation only. Contact: Mr. A. Behrens, RE. 7-2171.	GLORIA VANDERBILT PERFUMES	15 EAST 60TH STREET
Tuesday July 16 5:00 P.M.- 7:00 P.M. Cocktails	GUILD "SHOE VIEW" AND COCKTAIL PARTY "Shoe View" at cocktail party for consumer press during National Press Week, showing Guild shoe fashions for Fall and Winter, to be available in stores throughout the country. Member-firms of the Guild of Better Shoe Manufacturers participating are: Cangemi, Inc.; Delman, Inc.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; Marino; I. Miller & Sons Inc.; Newton Elkin Shoe Co.; Palter de Liso, Inc.; Schwartz & Benjamin, Inc.; Thomas Cort, Ltd.; Van Arden Shoe Co.; M. Wolf Sons, Inc.; Morris Wolock Co.; Zuckerman & Fox, Inc. Attendance by invitation only. Publicity: Kate Goldstein Kamen, Executive Secretary, 875 Fifth Ave., RE. 4-4888.	GUILD OF BETTER SHOE MANUFACTURERS	HAMPSHIRE HOUSE COTTAGE
Tuesday July 16 5:30 P.M.- 7:00 P.M. Cocktails	PARTY FOR OUT- OF-TOWN EDITORS Visiting beauty and fashion editors have been invited to the Mary Chess Shop, between 50th and 51st Streets, at 334 Park Ave., where the newest Mary Chess perfume will be introduced, and a sample presented to each editor as a gift. This will be followed by a reception at Sherry's at 334 Park Ave. Publicity: Gloria Dangler, RH. 4-1946.	MARY CHESS, INC.	334 PARK AVENUE RETAIL SHOP
Tuesday July 16 9:30 P.M.	COTTON STATES JUBILEE FASHION SHOW Preceded by a press party on Monday, July 15, from 6:00 P.M. to 8:00 P.M. at the Benjamin Franklin Hotel in Philadelphia, the Cotton States Jubilee Fashion Show will be given at Convention Hall in Philadelphia on Tuesday, July 16. Arranged by the Cotton-Textile Institute and National Cotton Council in cooperation with the Southern Lions Club, the theme of the show will be "Live in Cottons." Fashion show coordination and commentation: Margot Herzog, fashion director, Cotton-Textile Institute. Press invited. Contact: Margot Herzog, WO. 2-0270.	COTTON-TEXTILE INSTITUTE, INC.	PHILADELPHIA PENNSYLVANIA



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 16 7:00 P.M. Dinner	MILLINERY FASHION SHOW AND DINNER Fall millinery fashion presentation -- the Millinery Stabilization Commission's semi-annual industry showing for buyers, retailers, and the fashion press, with the following 61 milliners exhibiting: <u>UPTOWN MILLINERS</u> Anita Andra Braagaard Bernice Charles Lilly Dache Delle Donne Emme Peg Fischer Walter Florell Garfunkel Makers Germaine Montabert Gladys & Belle Mary Goodfellow Harryson Hats Hattie Carnegie Mago Hayes G. Howard Hodge Jeanne Tete John-Frederics Lenesta Miriam Lewis Edgar J. Lorie	MILLINERY FASHION BUREAU MILLINERY STAB. COMM. Milgrim Hats Laddie Northridge Mme. Pauline Mme. Reine Florence Reichman Marion Valle Sally Victor Vogue Hats <u>MIDTOWN MILLINERS</u> Alba Hat Co. Alfreda Amrose Hats Brandt Millinery Co. Joe Cohn Hats Croyden Hats Abe Del Monte Co. Elizabeth Hat Co. Oscar Friedman Inc. Harry Furst B.J. Goldenberg Goldston-Weber	HOTEL ASTOR GRAND BALLROOM Greenstein & Flaum Lesser-Lasoff Luxor Hats Walter K. Marks Millinery Fashion Creators Francis & Walter Nelkin Parfait Hats David Rothman Morris Schacter & Co. Schoen Hats Schwartz & Rosenfeld Woodmere Hat Co. <u>JUNIOR MILLINERS</u> Bertlyn Corp. Greenberg-Fisch Ann Koppelman Madcaps Park Avenue Juniors Vic-Debs by Portny & Sons Playtoppers Radcliffe Fashions Inc.
	Dinner: \$15.00 (including tax); mezzanine, without dinner, \$8.50 (including tax). Show at 8:30 P.M. For tickets, contact: Millinery Stabilization Commission, 1450 Broadway, CH. 4-6547. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, MU. 2-2603.		
Wednesday July 17 9:30 A.M. Breakfast	PRESS SHOWING "YOUNG IDEA IN FASHION" "The Young Idea in Fashion"--Hope Skillman's first press party to present a group of new cottons in young clothes for 24 hours a day. To be shown at the Tobe-Coburn School, 1 West 57th St. (corner of 57th St. & 5th Ave.). New York press and interested out-of-town editors by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	HOPE SKILLMAN	TOBE-COBURN SCHOOL 1 WEST 57TH STREET
Wednesday July 17 12:00 Noon- 2:00 P.M.	BUFFET LUNCH FOR FASHION EDITORS The Cleanliness Bureau invites local and out-of-town women's page and fashion editors to stop in between manufacturers' showings for a buffet lunch at the Hotel Astor, Yacht Room, 8th Floor (44th St. elevators). Contact: Mary Madeleine Riddle, PE. 6-4074.	CLEANLINESS BUREAU	HOTEL ASTOR YACHT ROOM
Wednesday July 17 4:00 P.M. Cocktails	PRESS PREVIEW: FALL MILLINERY AND FURS Presentation of Fall millinery and fur collection to be shown to the press by Mme. Reine in the Cotillion Room at the Hotel Pierre. Attendance strictly by invitation. Publicity: Viola Shefer, PL. 3-3173.	REINE, INC.	HOTEL PIERRE COTILLION ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 17 5:00 P.M.- 7:00 P.M.	MILLINERY SHOWING FOR VISITING EDITORS Laddie Northridge's Open House for out-of-town editors from 5:00 to 7:00 P.M., for cocktails and showing of Fall and Winter hats.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday July 17 6:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING EDITORS A party for the out-of-town press, introducing the "Primrose Cocktail," a new cool liquid refreshment. Attendance by invitation only. Publicity: Mary Brown, CI. 5-7434.	PRIMROSE HOUSE, INC.	379 PARK AVENUE SALON
Thursday July 18 8:00 A.M. Breakfast	SEMI-ANNUAL PRESS BREAKFAST The Millinery Fashion Bureau is inviting out-of-town fashion editors to this regular semi-annual breakfast, from 8:00 A.M. to 9:45 A. M. The 16 uptown designers who are showing their hats include: Anita Andra, Braagaard, Hattie Carnegie, Lilly Dache, Enme, Peg Fischer, Walter Florell, Mary Goodfellow, John-Frederics, Mago Hayes, Laddie Northridge, Mme. Pauline, Florence Reichman, Suzanne Remy, Mme. Reine, and Sally Victor. Attendance strictly by invitation. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY FASHION BUREAU	HOTEL BILTMORE MUSIC ROOM
***** (SEE PAGE 9 FOR COTY ANNOUNCEMENT)			
Thursday July 18 5:00 P.M.- 7:00 P.M. Cocktails	"DIAMOND BOREALIS" PRESENTATION A "frost and fire" exhibit of new diamond jewelry from the House of Cartier, in an "Aurora Borealis" setting. Invitations have been issued. Publicity: Gertrude Dale, CI. 6-0200.	N.W. AYER & SON, INC.	HAMPSHIRE HOUSE COTTAGE
Friday July 19 8:00 A.M. Breakfast	FALL ACCESSORIES AT PRESS BREAKFAST "Fall Fripperies"--new accessories for wear throughout the day -- will be shown to the visiting press at breakfast. Commentator: Mary Margaret McBride. <u>Attendance by invitation only.</u> Publicity: Dora Miller, LO. 3-4285.	NECKWEAR & SCARF ASSOCIATION	HOTEL COMMODORE SOUTH ROOM
Friday July 19 12:00 P.M.- 2:00 P.M. Luncheon	MILLINERY SHOW-RECEPTION FOR MADAME CARVEN Florence Reichman will present highlights of her Fall millinery collection to local and visiting fashion editors at a buffet luncheon. Her special guest, Mme. Carven, youngest of the French Couturier group, will present an interesting film, brought with her from Paris, of the recent couturier openings. By invitation only. Contact: PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Friday July 19 5:00 P.M. Cocktails	FASHION SHOW FOR VISITING EDITORS Showing of "Junior Mix and Match" fashions by Tilly Schanzer to be presented to out-of-town editors during cocktails. <u>Attendance by invitation only.</u> Publicity: Dora Miller, LO. 3-4285.	TILLY SCHANZER (498 SEVENTH AVE.)	HOTEL PLAZA WHITE & GOLD SUITE
Saturday July 20 9:30 A.M. Breakfast	MILLINERY SHOWING FOR VISITING EDITORS A millinery fashion show and breakfast given by Sally Victor for the out-of-town press. <u>Attendance strictly by invitation.</u>	SALLY VICTOR	18 EAST 53RD STREET SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday July 20 11:00 A.M.	LUNCHEON SHOWING FOR VISITING EDITORS A showing of new Fall fashions by Philip Mangone to be presented to out-of-town fashion editors. Attendance by invitation only. Publicity: Laura Benham, WI. 2-3000.	PHILIP MANGONE	500 SEVENTH AVENUE SHOWROOM
Saturday July 20 5:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING EDITORS A party for the out-of-town press. Attendance by invitation. Publicity: Frances Hills, CI. 5-6263.	SHULTON, INC.	STORK CLUB BLESSED EVENT ROOM
Postponed July 22	THE PRESS PARTY BY VICTORIA, LTD., TO INTRODUCE TWO NEW PERFUMES, SCHEDULED FOR MONDAY, JULY 22, HAS BEEN POSTPONED TO TUESDAY, AUGUST 13. (See Page 8 for details)		
Tuesday July 23 12:00 P.M. Luncheon	PRESS PREVIEW: FALL WOOLEN COLLECTION Press showing of a new collection of John Walther woollens for Fall, made by the best known of American designers. <u>Attendance strictly by invitation.</u> Publicity: Rosemary Sheehan, CI. 7-8060.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE
Tuesday July 23 2:30 P.M.	ANNUAL FUR FASHION PREVIEW Showing of fur and cloth coats, suits and accessories, with new fashion treatment of the family wardrobe. Press by invitation. Publicity: Rhoda Friedman, Fashion Director, Bert Nevins, Inc., WI. 7-9715.	I. J. FOX	393 FIFTH AVENUE EMPIRE SALON
Wednesday July 24 1:00 P.M. Luncheon	"FRENCH TRANSLATIONS" BY CHARLES ARMOUR Russeks will show Paris-inspired fashions, created by Charles Armour, to be presented at the Chatham Walk, Hotel Chatham. Open to public. Press by invitation. Contact: Hotel Chatham, VO. 5-5400. Russeks Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	HOTEL CHATHAM VANDERBILT AVE. & 48ST.
Wednesday July 24 4:00 P.M. Cocktails	FASHION SHOW: KATE GREENAWAY CENTENNIAL Kate Greenaway fashion show for the press in honor of the 100-year anniversary of Kate Greenaway (1846-1946). Showing fashions for the 3 to 6 and 7 to 14 girl, featuring a new collection of dresses, reminiscent of the period type of clothes worn by children during the lifetime of Kate Greenaway. Floral decorations by Ann Hagan. Commentator: Betty Green, fashion editor of "Parents Magazine". Attendance by invitation only. Contact: Sydney Werther, WI. 7-4320.	L. WOHL & COMPANY (1333 BROADWAY)	WALDORF-ASTORIA LE PERROQUET SUITE
Beginning Monday July 29	WINTER OPENINGS OF LONDON STYLISTS The Incorporated Society of London Fashion Designers will present Winter collections on the following dates: <u>July 29:</u> Norman Hartnell; Charles Creed; Victor Stiebel of Jacquar. <u>July 30:</u> Peter Russell; Bianca Mosca. <u>July 31:</u> Digby Morton; Molyneux; Hardy Amies. <u>Aug. 1:</u> Angele Delanghe. <u>Aug. 19:</u> Worth. Contact: Incorporated Society of London Fashion Designers, 193 Regent St., London.	INCORPORATED SOCIETY OF FASHION DESIGNERS	LONDON ENGLAND



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 30 3:00 P.M.	PRESS SHOWING OF NEW FUR FASHIONS Press preview of fur fashions by Jay Thorpe. Attendance by invitation only. Publicity: Joan Stanton, CI. 7-4300.	JAY THORPE	24 WEST 57TH STREET
Wednesday July 31 4:00 P.M. Cocktails	PRESS SHOWING OF FALL MILLINERY Showing of new Fall millinery by Cesar Rubio. Attendance by invitation. Publicity: Leonard MacBain, BO. 3-3490.	CESAR RUBIO	40 EAST 50TH STREET SECOND FLOOR

NEW YORK COLLEGE SHOP OPENINGS

Tuesday July 16	ARNOLD CONSTABLE & CO. College Shop will be opened on July 16, with a fashion show two weeks later, on Monday, July 29 at 2:30 P.M. For specially invited college students, faculty, and fashion press. Publ.: Gerry Morgan, CA. 5-2300.	3RD FLOOR
Monday July 22	B. ALTMAN & CO. College Shop will be opened on July 22, followed by a fashion show on Wednesday, July 24 at 5:30 P.M. Attendance at fashion show by invitation only. Publicity: MU. 9-7000.	3RD FLOOR
Friday July 26	ABRAHAM & STRAUSS (BROOKLYN) Publicity: Virginia Jewel, TR. 5-7200.	3RD FLOOR EAST BUILDING
Monday July 29 2:30 P.M.	PRESS SHOWING OF COLLEGE FASHIONS Attendance by invitation. (See July 16 announcement above for opening of College Shop.) Publicity: Gerry Morgan, CA. 5-2300.	ARNOLD CONSTABLE & CO. 5TH AVENUE & 40TH ST. COLLEGE SHOP 3RD FLOOR
Monday July 29	MACY'S NEW YORK Publicity: Helen Law, CH. 4-2000, Ext. 2431.	3RD FLOOR
Tuesday July 30 1:00 P.M. Luncheon	PRESS PREVIEW: COLLEGE AND CAREER FASHIONS A press showing of new fashions from the Saks 5th Avenue "Seventh Heaven for College and Careers." Attendance strictly by invitation. (This shop, "Seventh Heaven for College and Careers," on the 7th floor, will be open beginning Monday, Aug. 5) Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE (611 FIFTH AVENUE) HOTEL PLAZA WHITE & GOLD SUITE
Thursday August 1	OPPENHEIM COLLINS Publicity: John Miles, WI. 7-8200.	3RD FLOOR
Thursday August 1	RUSSEKS FIFTH AVENUE The Fashion Press will be invited to a showing of new College clothes on Tuesday, August 6, at 3:00 P.M. (See announcement page 8). Publicity: Helen Moran, WI. 7-1900.	7TH FLOOR
Monday August 5	BLOOMINGDALE'S Publicity: Karen Hollis, VO. 5-5900	3RD FLOOR
Monday August 5	JAMES McCREERY & CO. Publicity: Alice Hutton, WI. 7-7000.	4TH FLOOR

(Continued)



DATEWHAT'S GOING ONGIVEN BYWHERECOLLEGE SHOP OPENINGS (Continued)

Monday August 5	STERN'S Publicity: Betty Collins, LO. 5-6000.		3RD FLOOR
Tuesday August 6	PRESS SHOWING OF COLLEGE FASHIONS Attendance by invitation only. (See August 1 announcement for opening of College Shop.) Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVE.	HOTEL PIERRE SUITE 2
Wednesday August 7 10:30 A.M.	PRESS PREVIEW: COLLEGE FASHIONS Presentation of new college fashions, featuring Cerey Plaids. For specially invited college students and the fashion press. Attendance by invitation. Publicity: Lym Davis, WI. 7-9600.	FRANKLIN SIMON & CO. 5TH AVE. & 38TH ST.	3RD FLOOR COLLEGE SHOP
Thursday August 8	DE PINNA Publicity: Dorothy Coburn, VO. 5-4800.		8TH FLOOR
Monday August 12 3:00 P.M.	PRESENTATION OF COLLEGE FASHIONS Opening of the Saks 34th "College Knowledge Shop", with a showing of college fashions. Open to public, for the first time, as well as the press. Publicity: Carolyn Rose, LA. 4-7000.	SAKS 34TH ST.	3RD FLOOR COLLEGE SHOP
Thursday August 15	THE NAMM STORE (BROOKLYN) Publicity: Marion Barnet, TR. 5-5700, Ext. 76.		2ND FLOOR
Friday August 16 9:00 A.M.	"BACK-TO-SCHOOL" FASHION SHOW A "back-to-school" fashion show for all school ages up to college. Commentator: Nancy Craig, of the American Broadcasting Company, whose daily program "Woman of Tomorrow" is broadcast over Station WJZ. Open to public. Publicity: Helen Denson, Denson-Frey & Affiliates, MU.3-3295.	HEARNS DEPARTMENT STORE	ROCKEFELLER CENTER NBC STUDIO
Tuesday August 13 5:00 P.M. Cocktails	PRESS PARTY INTRODUCING TWO NEW PERFUMES Alfred D. McKelvy will present the premiere of a new line of perfumes by Victoria, Ltd., at a press party for newspaper and magazine beauty editors to introduce two new perfumes, "Et cetera", and "Vice Versa". (This party had originally been scheduled for Monday, July 22.) By invitation only. Publicity: S. Richard Stern, PE. 6-4459.	VICTORIA, LTD. (630 FIFTH AVE.)	HAMPSHIRE HOUSE COTTAGE
Tuesday August 20 4:00 P.M.- 6:00 P.M.	FASHION SHOW FOR THE PRESS Delman will present a preview of his Fall colors and styles against a contrasting background of 1946 Forstmann Vintner shades at an afternoon tea party for the press. Dana O'Clare will stage the production and design interior and window displays to carry out the Delman-Forstmann theme. Commentator: Jean Colbert of Station WJZ. Attendance by invitation only. Publicity: Hilde Straus, VO. 5-5000, Ext. 15J; or PL. 3-5965.	DELMAN AT BERGDORF GOODMAN	DELMAN SALON 754 FIFTH AVENUE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 26 3:00 P.M.	SHOWING OF NEW JUNIOR FASHIONS "Minx Modes" -- junior fashions exclusive with Saks 34th St. in Manhattan -- will be shown at 3:00 P.M. Commentator: Virginia Spears, designer of these clothes. Open to public. Publicity: Carolyn Rose, LA. 4-7000.	SAKS 34TH ST.	2ND FLOOR

PRESS OPENINGS: FALL CUSTOM-ORDER "ORIGINALS"

Showings of the custom-made Press Collections are open only to those members of the Press who have been notified and invited.

Wednesday... Aug. 28	<u>JAY THORPE</u> At 3:00 P.M.	24 WEST 57TH ST.	PUBL.: JOAN STANTON	CI. 7-4300
Thursday.... Aug. 29	<u>THE TAILORED WOMAN</u> At 4:00 P.M.	742 FIFTH AVE.	PUBL.: BELLE IRENE GILLIS	PL. 5-2500
Tuesday..... Sept. 3	<u>STEIN &amp; BLAINE</u> At 3:00 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Wednesday... Sept. 4	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Wednesday... Sept. 4	<u>SAKS FIFTH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Thursday.... Sept. 5	<u>HENRI BENDEL</u> At 11:00 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday.... Sept. 5	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Tuesday..... Sept. 10	<u>BONWIT TELLER</u> At 11:00 A.M.	721 FIFTH AVE.	PUBL.: DORIS BARTNETT	EL. 5-6800

Tuesday Sept. 10 5:00 P.M.	PRESS PREVIEW: FALL CUSTOM-ORDER COLLECTION Press showing of Elizabeth Arden's new Fall custom-order collection, designed by Castillo. Attendance strictly by invitation. Publicity: Kay Inglis-Jones, PL. 3-5846.	ELIZABETH ARDEN	691 FIFTH AVENUE FASHION SALON
----------------------------------	--	-----------------	-----------------------------------

LAST-MINUTE ANNOUNCEMENT

Thursday July 18 4:00 P.M.	AMERICAN FASHION CRITICS AWARD Official announcement of winners of American Fashion Critics' Award for 1945, sponsored by Coty, will be made on Thursday, July 18 at 4:00 P.M. at the Sert Room, Waldorf-Astoria. Attendance strictly by invitation. Contact: Elizabeth Cutmore, Executive Secretary, CO. 5-5100, Ext. 111. Publicity: Eleanor Lambert, PL. 5-8580.	COTY, INC.	WALDORF-ASTORIA SERT ROOM
----------------------------------	---	------------	------------------------------



MUSIC...THEATRES...MOVIES...NIGHT SPOTS

- Beginning CONCERT PERFORMANCES LEWISOHN STADIUM, 138TH ST. AT AMSTERDAM AVE.  
 Saturday Saturday, July 13: Conductor: Thor Johnson. Soloist: Philippa Schuyler,  
 July 13 composer-pianist. Music by Mozart, Creston, Schumann, Rimsky-Korsakov.  
Sunday, July 14: NO CONCERT (unless rain the night before).  
Monday, July 15: Conductor: Pierre Monteux. Soloist: Nathan Milstein,  
 violinist. Chausson, Tschaikowsky, Brahms.  
Tuesday, July 16: Conductor: Pierre Monteux. Beethoven's Symphony No. 7;  
 Bach-Respighi's Passacaglia; Ibert; D'Indy; Ravel.  
Wednesday, July 17: Conductor: Pierre Monteux. Weber's "Euryanthe" Over-  
 ture; Brahms Symphony; second half of program all-Wagner.  
Thursday, July 18: Conductor: Pierre Monteux. Soloist: William Kapell,  
 pianist. All-Russian program: Tschaikowsky, Rachmaninoff, Stravinsky.  
Friday, July 19: NO CONCERT (unless rain the night before).  
Saturday, July 20: Conductor: Sigmund Romberg. Soloists: Marie Nash,  
 soprano, Gene Marvey, baritone. Music by Offenbach, Johann Strauss,  
 Sousa, Kern, Romberg, Schubert, Lehar, and Rodgers.  
 Fifth Avenue buses take passengers directly to Stadium. For tickets,  
 contact: AU. 3-3400. Publicity: Margaret Hartigan, CI. 7-7575.
- Saturday PREMIERE: "BREAKFAST IN HOLLYWOOD" (Movie) GLOBE THEATRE, B'WAY & 46TH ST.  
 July 13 United Artists production incorporating Tom Breneman's famous morning radio  
 program with a variety show and light romance. Tom Breneman, Bonita  
 Granville and Edward Ryan are the stars. Producers Robert Golden. Directors  
 Harold Schuster. Publicity: Tess Michaels, BR. 9-7300.
- Sunday BASTILLE DAY CELEBRATION HUNTER COLLEGE AUDITORIUM, 69TH ST. NEAR PARK  
 July 14 Mrs. Eleanor Roosevelt, M. Alexandre Parodi, Ambassador of France, and  
 8:15 P.M. M. Henri Laugier, Professor at the Sorbonne will appear at an American  
 commemoration of the French "Independence Day", to be presented by France  
 Forever. Admission prices: \$2.40, \$1.80, \$1.20, 71¢ (tax included). For  
 tickets, contact France Forever, 587 Fifth Ave., or Hunter College,  
 695 Park Avenue.
- Monday OPENING: "MAID IN THE OZARKS" BELASCO THEATRE, 44TH ST. NEAR 6TH AVE.  
 July 15 A play about rustic America produced by Jules Pfeiffer. Publicity: James  
 McKechnie, CI. 6-6000.
- Wednesday PREMIERE: "CENTENNIAL SUMMER" ROXY THEATRE, 7TH AVE. & 50TH STREET  
 July 17 Twentieth Century-Fox technicolor musical about the tangled romances of an  
 American family at the Philadelphia Centennial, featuring Jeanne Crain,  
 Linda Darnell, Constance Bennett, Cornel Wilde, William Eythe and Walter  
 Brennan. Directed and produced by Otto Preminger, with music by Jerome  
 Kern, Oscar Hammerstein 2nd, Leo Robin and E. Y. Harburg. Costumes: Rene  
 Hubert. Publicity: Jeannette Sawyer, CI. 6-0950.
- Thursday PREMIERE: "NIGHT AND DAY" (Movie) HOLLYWOOD THEATRE, BROADWAY & 51ST ST.  
 July 25 Warner Bros.-First National technicolor musical production, based on the  
 life of Cole Porter. Cary Grant as Cole Porter, with Alexis Smith, Monty  
 Woolley, Ginny Simms, Jane Wyman, Eve Arden, Mary Martin, Carlos Ramirez,  
 Milada Mladova. Producer: Arthur Schwartz. Directors Michael Curtiz.  
 Costumes: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.